

Is the only thing standing in the way of Research In Motion's plan to turn the BlackBerry PlayBook into a hit consumer device the price tag? It seems we're about to find out.	17 31 33 49
RIM has begun slashing the price of its first touchscreen tablet at a number of major retailers in the United States and Canada including Staples, Best Buy, Future Shop and Wal-Mart Canada and is offering hefty discounts to the employees of at least one of its major partners, Rogers Communications.	63 79 83
When RIM first launched the PlayBook back in April, the cheapest version of the device sold for nearly five hundred dollars. However, several retailers have started offering this PlayBooks for as low as two hundred and fifty dollars, while at the same time offering customers gift cards and rebates as added incentives for purchasing the seven-inch touchscreen tablet.	98 111 127 139 142
In Canada, Best Buy has reduced all three versions of the PlayBook by one hundred dollars, dropping the cheapest to four hundred, the middle to five hundred and the most expensive to six hundred. Customers who purchase a PlayBook also get a gift card when they purchase the device in store, effectively dropping the price of the device by nearly two hundred dollars.	155 169 184 199 203
Future Shop has implemented the same price drops, however, users can get the extra one hundred dollar gift card by purchasing the device either on line or in a brick and mortar location. As an added bonus, customers can apply the gift card to the purchase of the device, which means that each version of the device has been reduced by two hundred dollars.	217 235 251 267 268

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